

**THE EFFECT OF SERVICE QUALITY, PRICE, AND LOCATION ON
VISITORS SATISFACTION**

(An Empirical Study at Pasir Jambu Rest Area, Ciwidey)



RESEARCH PAPER

Submitted as Partial Fulfillment of the Requirement for Obtaining
Bachelor Degree of Management in Economic and Business Faculty

Written by:

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DEPARTMENT OF MANAGEMENT DOUBLE DEGREE

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH SURAKARTA

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PAGE OF AGREEMENT

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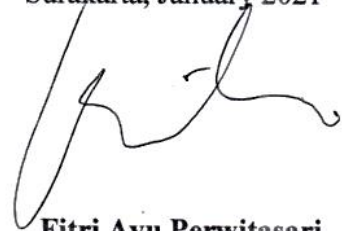
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MOTTO

“You are the leader of your own life.”

(J-Hope)

DEDICATION

Bismillahirrahmanirrohim

From the very bottom of my heart, this research is done with love and full of patience, and I dedicate my hard work for:

1. Allah SWT with all of His graces to provide the strength so the researchers could complete this thesis.
2. Both of my parents, who always support and give me motivation, love, and unstoppable pray for me, this delivered to you, I hope you are proud of it.
3. Mrs Soepatini, SE. M.Si., Ph.D., as a supervisor who has permitted to the author, so that I can finish writing this final project. As supervisors who generously give the time, direction, and guidance to complete this thesis well.
4. All lecturers and staff who always help provide educational facilities to researchers to support this thesis's completion.
5. And to all parties, which do not involve writing this, they provide support and motivation to resolve this research satisfactorily.

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By delivering praise to Allah SWT, who has been delegated all the graces, and favours so that author can finish this thesis to fulfil the final project and completes the bachelor study at the Faculty of Economics and Business, Departement of Management, Universitas Muhammadiyah Surakarta.

This study aims to determine the Influence of Service Quality, Price, and Location on Visitor Satisfaction at Rest Area Pasir Jambu, Ciwidey. The author is fully aware of the limitations of time and knowledge so that without the help and guidance of all the parties, this thesis is not likely to succeed well. Therefore, on this occasion, it is not excessive if the authors would like to thank the honourable:

1. Mrs Soepatini, SE. M.Si., Ph.D., as a supervisor who has permitted to the author, so that I can finish writing this final project. As supervisors who generously give her time, direction, and guide, the author completes this thesis well.
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4. All parties are not involved in this thesis's writing, who provide support and motivation to resolve this research satisfactorily.

ABSTRACT

This research aimed to analyze the influence of Service Quality, Price, and Location on Visitors' Satisfaction at Rest Area Pasir Jambu, Ciwidey. In this study, a total sample of 70 visitors of Pasir Jambu Rest Area were collected by distributing a questionnaire using a convenient sampling method. The analysis of the data used is descriptive analysis and multiple linear regression test. The obtained results show that service quality and price significantly affect visitors' satisfaction, while the location's impact insignificantly affects visitors' satisfaction. This study also provides managerial implications to increase visitors' satisfaction by developing marketing strategies on service quality, price, and location.

Keywords: service quality, location, price, visitor satisfaction.

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